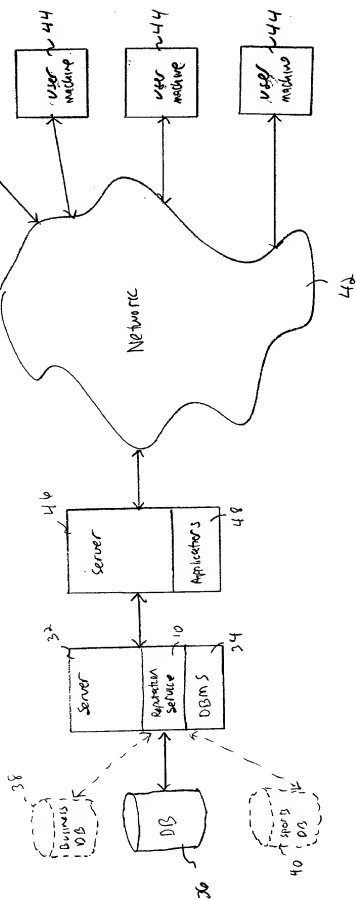


Figure 1



30

Figure 2

80

52	5	Name	managerial ability	~ 88
54	5	ID #	Legal reputation	~ 90
56	5	Reputation for truthfulness	medical reputation	~ 92
58	5	Reputation for Business Savvy	artistic ability	~ 94
60	5	athletic ability	reputation for timeliness	~ 96
62	5	basketball	game playing ability	~ 98
64	5	tennis	chess	~ 100
66	5	bowling	cards	~ 102
68	5	golf	bridge	~ 104
70	5	softball	poker	~ 106
72	~	soccer	video games	~ 108
74	~	hockey	stock picking ability	~ 110
76	~	Reputation for judging restaurants		
78	~	Reputation for judging music		
80	~	Reputation for trust worthiness		
82	~	Reputation for judging wine		
84	~	musical ability		
86	~	writing ability		

Figure 3

Reputation 120

122	5	Reputation Name
124	5	Reputation Value
126	5	Trustworthiness metric
128	5	Empirical data
130	5	other data

Figure 4A

120

122	5	Reputation for Truthfulness
124	5	7.0
126	5	$\pm 0.5$
128	5	- passed lie detector - former employer says truthful
130	5	Age : 30

Figure 4B

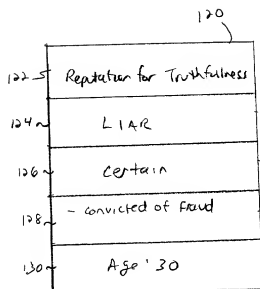


Figure 4C

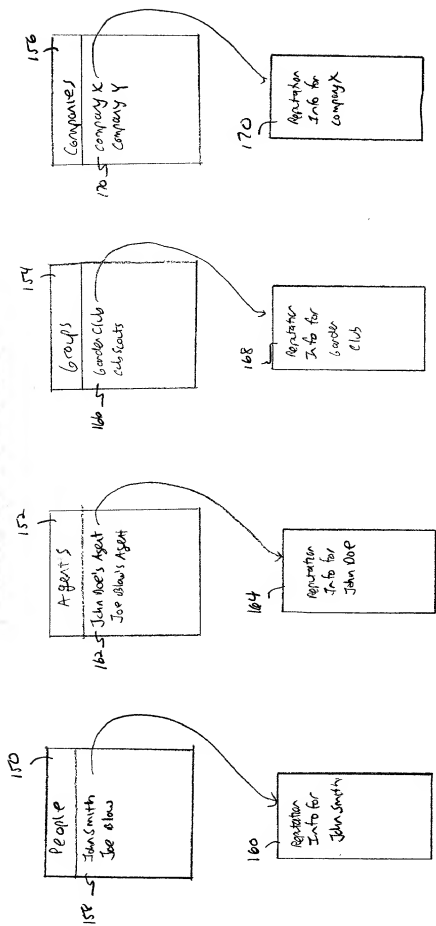


Figure 5

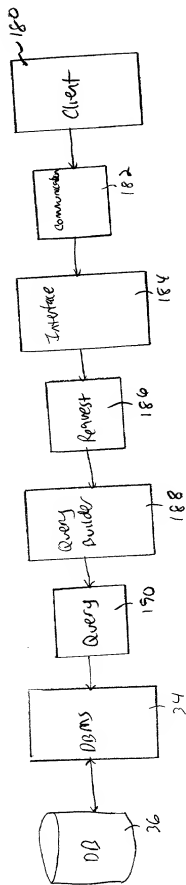


Figure 6

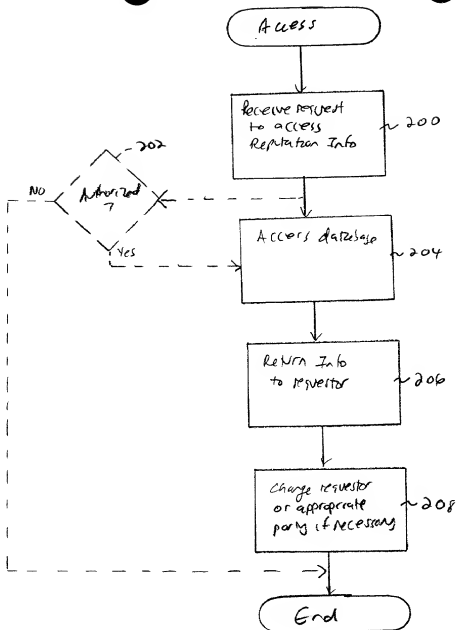


Figure 7



00150 1925860  
Charging  
Options

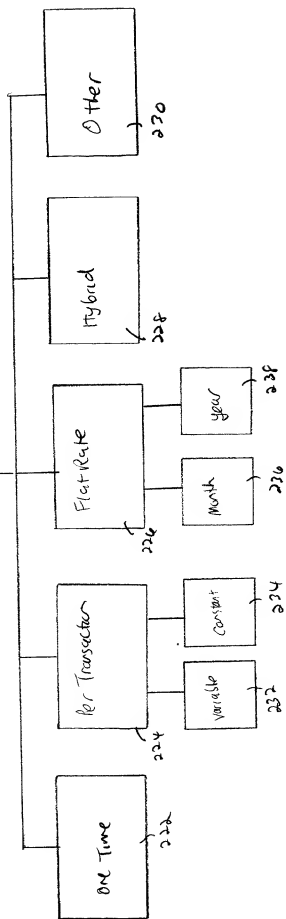


Figure 8

1001501 19225860

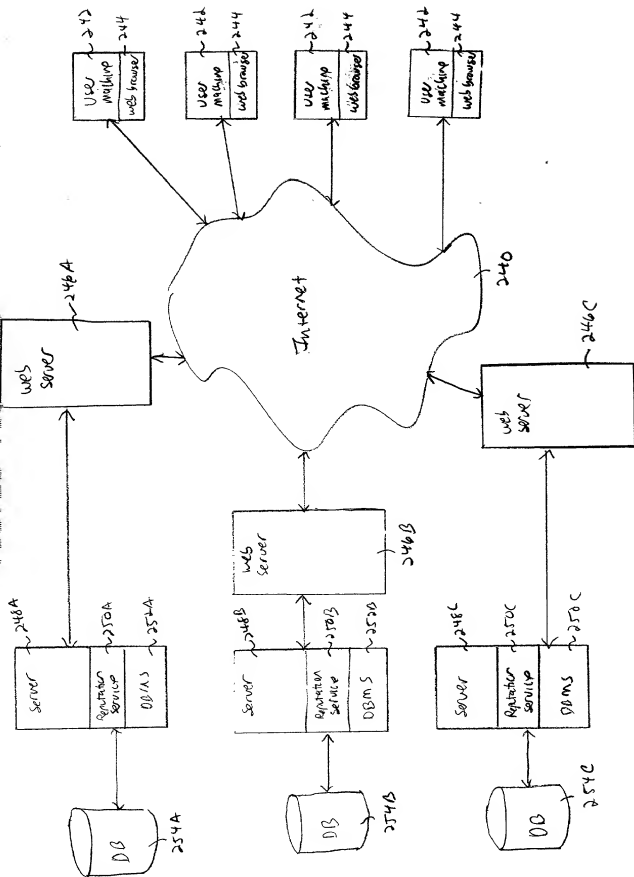


Figure 9

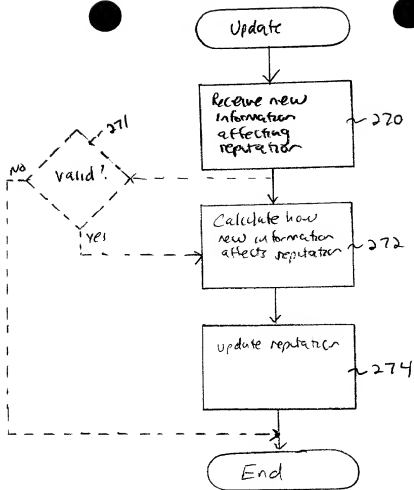


Figure 10

~280

Welcome to the Reputation Service

282 — Please enter the name of the party for which  
you would like to obtain Reputation  
information. 286

284	288
Aaron Andrews	
Agent for Aaron Andrews	
American Goddess	
AMG Corporation	
Amodea Smith	

Cancel 289

Figure 11A

290

Please select the reputation information  
you would like to see for  
Aaron Andrews

291	reputation for honesty	297
	basketball ability	
	musical ability	

296

Cancel 297

Figure 11B

-300

302 - The cost of obtaining information regarding  
the basketball ability of Aaron Andrews  
is \$110.

Do you wish obtain this information

304 ☒ No

306 ☒ Yes

credit card number 308

310

312

Figure 11C